

Board Meeting MINUTES

March 18, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER**I. ROLL CALL**

Lauren Bass, Brian Diederich, Kimberly Judy, Allen Sanford, Victoria Tap, Brad Waller. Kathleen Fisher (Social Media), Lynda Habash (Farmer's Market), Iryna Ellis and Brian Boulden from The Eddy Residences/Legado

II. CONSENT ITEMS

1. Approval of Minutes from February 18, 2025 meeting (Secretary) **(attachments item #1)**

Motion to approve minutes by Brad Waller, 2nd by Mike Ward; all in favor-APPROVED

2. Receive & file

Motion to receive and file by Brad Waller, 2nd by Mike Ward; all in favor-APPROVED

- a. Financial report (Treasurer) **(attachments item #2)**

Motion to receive and file by Brad Waller, 2nd by Mike Ward; all in favor-APPROVED

- b. Village Pizza account overdue **(attachments item #3)**

Motion to approve sending the Pay or Quit letter to Village Pizza by Brad Waller, 2nd by Mike Ward; all in favor-APPROVED

III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)
2. Redondo Beach Public Works, Deputy Director (Mike Klein)
3. The Eddy Redondo Residences and Hotel (Iryna Ellis | Community Manager, Brian D. Boulden | Corporate Regional Vice President of Sales & Marketing Legado Companies)

The hotel will be opening Q4 2025 with 110 rooms. The residences should have their certificate of occupancy in Early April; Kathleen Fisher mentioned a cross promotion with our social media.

4. Locale90 (John Mentasana) **Absent**
5. Holiday season street decor (Steve McAllistar) **No update; absent**

IV. UPDATES

1. Farmers Market **(attachments item #4)**
2. Social media (Kathleen Fisher)

FB 10,320 followers + 200 | IG 15,400 followers + 169

3. Digital directory touch screen (Jeff Ginsburg) **No update; absent**

4. Parklets (Cris Bennett) **No update; absent**
5. Plants (Greg Gomez) **No update; absent**
6. Holiday decor & lamp post banners (Mike Ward)

Motion by Allen Sanford to authorize up to \$2,000 to be spent on replacing/repairing/installing banners, 2nd by Brad Waller; All in Favor-APPROVED

- 7.
8. Events Director (Kim Judy)
 - a. Next Merchant Mixer, April 16, 2025, 6-8 PM, location TBD

The mixer will be held at Beachlife Grotto.

Motion by Brad Waller to have a flat fee of \$1,500 paid to the hosts of the merchant mixers. The host will provide 2 drinks and appetizers for 20 people minimum. 2nd by Mike Ward; All in Favor-APPROVED

V. **DISCUSSION & VOTING ITEMS**

1. City Projects
 - a. Grants **(Ralph Russomano & Sara O’Conlon)**

Sara has spent 30 years preparing grants for federal, state and local levels. She gave us a lot of advice on grants; grant writing, teaming up with other non profits, but at the end of the day we all just realize we just want someone to find grants for us.

- b. July 4th Fireworks **(attachments item #5)**

Motion by Mike Ward to donate \$2,500 to the City of Redondo Beach for the 4th of July Fireworks event; 2nd by Brad Waller; All in Favor-APPROVED

2. Events
 - a. Contract 2025 Halloween Trick or Treat 10/31/25 **3-8PM** & Holiday Stroll, 12/4/25 (Lynda Habash) **(attachments item #6)**

Motion by Mike Ward to approve Lynda Habash contract, 2nd by Brian Diederich; all in favor-APPROVED

- b. Contract 2025 Riviera Village Summer Festival (Mike Ward) **(attachments item #7)**

3. BID
 - a. 2025 Budget **(attachments item #8)**

Allen Sanford suggests we push the budget to the April meeting since Ralph was unavailable

- b. Tax Return (Ralph Russomano) **No update; absent**

4. PARKLETS
 - a. Guidelines 2025 update **(attachments item #9)**

Motion by Allen Sanford to prepare a formal request to the city to go back to the parking regulations from 14 years ago for new restaurants and professional businesses. 2nd by Mike Ward; All in Favor-APPROVED

VI. **ONGOING ITEMS**

1. Retractable Bollards
2. RVA entry sign PCH; clean or replace
3. Beautification \$30k Project
4. Make more formal, a program focusing on Riviera Village sidewalk beautification
5. Permanent Parklets
6. Morgan Moore Memorial: \$1,125 in prepaid acct.

VII. **CITY LEADERSHIP UPDATES** (City Council Member Brad Waller)

VIII. **PUBLIC COMMENT** (Non-agenda items up to 3 minutes per individual)

IX. **ADJOURNMENT**

1. Next BID meeting (April 15, 2025) **10:35 am**
2. Any agenda questions or additions, please email coordinator@rivieravillage.net

CURRENT BOARD ROSTER 2024-2026

Name	License #	Address	Additional Role	Add'l Role2
Bass Lauren	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Parklets	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	SECRETARY	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	Plants maintenance
Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	Farmers Market Summer Festival
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	PRESIDENT	
Tap, Victoria	302312	Salon Riviera, 1807 S Catalina Ave		
Waller, Brad	295562	EPage, 1840 S Elena STE 108		
Ward, Mike	290198	Village Runner, 255 Avenida Del Norte	Lamp Posts	

CURRENT VENDORS

Insurance

Joanne Covarrubias License #OB26427
 Bichlmeier Insurance Services, Inc.
 310-376-8854 X229 | joannec@bisins.com

Accounting & Bookkeeping

Sara O’Conlon (Accountant)
 sara3trees@gmail.com
 (805) 620-7509

Legal

Craig Weinstein
 LAW OFFICES OF CRAIG D. WEINSTEIN
 2381 Rosecrans Avenue, Suite 405
 El Segundo, California 90245
 (310) 798-4940

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lyndahabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa’s Garden Therapy | Lisa | 310-504-0589 | lisa@lisasgardentherapy.com

Digital Kiosk Maintenance

Pat Dacy | 3V Signs | pat@3vsigns.com

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
6/27-29/2025	Summer Festival	RVA	Last weekend of June	VR Events
7/4/2025	31st Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30AM - 11AM Catalina street closure	VR Events
8/23,24/2025	Sidewalk Sale	RVA	Discounted racks and tables on sidewalk	RVA
9/2025 TBD	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/31/2025	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
11/19/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
12/4/2025	Holiday Stroll	RVA	5-9PM	Lynda Habash
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Village Pizza
- 4 Farmers Market
- 5 July 4 Fireworks

- 6 2025 Halloween & stroll contract
- 7 2025 Summer Festival Contract
- 8 RVA 2025 budget
- 9 Parklet Program Revision